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VOL. 2—NO. 11

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, February 1, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

Sub-Station For Police

ACTING-SERGEANT REAMA
IN LARGER QUARTERS
WITH OFFICER WEBSTER

Law enforcement is keeping in stride with the rapid growth of the beach and peninsular district. Chief of Police James Patrick has recently promoted Officer Harold Reama to the position of Acting-Sergeant of Police Sub-Station, No. 1, located on Abbott street, Ocean Beach, and he will be assisted in his patrol duties by Officer "Herb" Webster, who has just been granted two days' leave as a reward for special attention to police work.

Wide Territory Covered

Besides being pardonably jubilant over the very gratifying official recognition of their efficiency and loyalty to duty, Acting-Sergeant Reama and Officer Webster are also particularly happy upon the recent acquisition of enlarged headquarters for the extensive precinct under their guardianship. The territory under the jurisdiction of Police Sub-Station No. 1 extends from Marine Base to Pacific Beach and also includes the Point Loma peninsula.

Bigger and Better Station

The former station has been remodelled and enlarged and in every way made more suitable for police purposes. An attractive reception room opens on Abbott street, and the interior has been cheerfully decorated in green and brown with a white ceiling. A sanitary medicine cabinet and a pulmotor have been conveniently installed with a desk and chairs as suitable furnishings. In the rear, an extra room serves as an emergency hospital, as well as providing a large iron-barred cell for the temporary incarceration of prisoners. Special signs will designate the location of the sub-station.

Excellent Police Duty

Acting-Sergeant Reama and Officer Webster have earned deserved commendation for their loyalty to duty in the extensive territory assigned to them as guardians of the law. While they have certain stipulated hours for patrolling, their schedules are so arranged that one or the other can be found at all hours by phoning Point Loma 4. It is especially noteworthy that the records show a remarkable decrease in crime throughout the wide precinct covered by Officers Reama and Webster during the past two years. Quite recently fifteen cases of juvenile delinquency were disposed of in one day and since the first of the year four charges of felony have been booked, with the beneficial result of greatly deterring malefactors in this precinct by speedy and efficient police work at Sub-Station No. 1.

With the customary increase in the beach population during the summer months, it is understood that there will very likely be an addition to the uniformed force in this district.

Spratt's DOG Foods and Remedies at the O. B. Feed, Fuel and Express. Phone Point Loma 20-W.

HIGHWAY ENBANKMENT

IN DANGEROUS CONDITION

The Pacific Beach Community League has filed a complaint with the city council concerning the dangerous condition of the embankment on the highway, just west of the Santa Fe tracks, at the entrance to that thriving suburb.

G. L. Beeler is constructing a cottage at 3867 Muir avenue that will cost \$3,000.

SPEND YOUR DIMES AND DOLLARS AT HOME

GAS RECOGNIZED AS REAL NECESSITY

Sales of manufactured gas during 1923 by companies in the United States will reach nearly 375,000,000,000 cubic feet, an increase of 20,000,000,000 cubic feet over 1922.

New gas customers are being added in excess of 400,000 a year, while sales of gas appliances approximate \$45,000,000 annually.

One of the principal factors in increased use of gas is the growing demand along industrial lines, where it is now used in more than 5,000 separate and distinct ways, also in house heating installations.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton building, Fifth and C streets.

O. B. CARPENTERS BUSY

Miller & Pickard, a hustling firm of carpenters favorably known 'round the Beach, have been busy this week making extensive alterations and improvements to the interior of the Ocean Beach Pharmacy, where the enterprising proprietor, Fred H. Kraft, is installing all modern conveniences for his patrons.

Miller & Pickard are also completing an extra large addition to the residence of C. B. Dermody at 4933 Saratoga avenue, where a neatly glassed-in front porch forms another pleasing improvement.

PACIFIC BEACH SEEKS

STREET IMPROVEMENTS

Property petitions are being circulated by the Pacific Beach Community League for signatures for the curbing, paving and sidewalking of Garnet avenue from Pendleton street to the ocean front.

The Pacific Beach Community League has also recently secured the approval of petitions for the paving and curbing of approximately seven miles of thoroughfares, including Diamond, Emerald, Feldspar and Hornsblend avenues, and Panuel, Lamont and Kendall streets.

At the recent annual election of officers for the Pacific Beach Community League H. Owens was chosen chairman; Percy Eldridge, vice-chairman; and J. Fowles, secretary-treasurer.

Stationery Supplies, Froide's, op. P.O.



BABY PEGGY BOOKED AT THE OCEAN THEATRE

Next Sunday "The Darling of New York" comes to the Ocean theatre, featuring Baby Peggy and big added attraction will be the commencement of the second series of "Fighting Blood." Tom Mix will be seen in "Arabia" tomorrow night (Saturday) and a corking good special feature has been secured for the mid-week. Manager Ericsson has also devised a new drop-curtain in green and gold that is a wonder. Don't miss it.

SIGNS AND MORE SIGNS

C. Townsend Brown is wielding his artistic brush to good effect in promoting publicity hereabouts for Burkhardt's O.B. Special cigars.

The Board of Health is placing signs here and there in alleyways, calling attention to the disposition of refuse, garbage, tin cans, etc., with announcement of penalty for failure in complying with the law.

NEW COUNCIL SECRETARY

Miss Mae Meilleur, who says that her name can be pronounced just plain Miller, has been chosen as secretary to the City Council, to succeed Mrs. Helen Scharff, resigned.

B. P. Mitchell is building a garage on his Brighton avenue property.

'Um-m-m! What a Nice "Mess" We Missed!

CORN-ON-THE-COB
GROWN AT OCEAN BEACH
FOR CHRISTMAS DINNER

Editor The Beach News:

Don't wish to make you feel bad because you were slighted in not receiving a fine mess of corn-on-the-cob for Christmas. Honestly, I thought of you several times, but some other old friend would drop in and wish they had planted some, then I would give them enough for a meal and sort of ease my conscience about you by saying, "There goes the mess I intended for Editor Kirk Smith."

I moved to Ocean Beach Sept. 4th,

bought garden seeds same day; next day planted, and had green peas and roasting ears for Christmas day. On New Year's day, an old gentleman came and asked the privilege to pull an ear off the stalk himself, so he could write back to Iowa that he had picked off an ear of corn Jan. 1, at Ocean Beach!

Some "ad." Mr. Editor, to send back to his friends, where they grow nothing but icicles in winter.

Just wanted to remind you of what a fine winter climate we have and promise next time to see that you get your share of corn-on-the-cob.

JOHN J. FITZPATRICK.

4869 Lotus street, Ocean Beach.

O. B. Library

MARGARET RANKIN, Librarian

The O. B. library has an exhibit of California books which will be especially interesting to the tourists. California history is full of romance. "California and the Missions," Helen Hunt Jackson; "Through Ramona's Country," James; "Diary of a Forty-niner," Canfield; "Under the Sky in California," Saunders; "Romantic California," Pexrotto; "California as a Health Resort," Saunders; "Mountaineering in the Sierra Nevada Mountains," King; "True Story of Ramona," (the novel), Helen Hunt Jackson; "San Diego Yesterdays," "Truthful Woman in Southern California," Sanborn; "California of the South," Lindsey; "Smiling Hill-top," Sloane; "Story of California," Norton.

MISS PEARL ANTRIM—DRESS-MAKING AND CORSETIER, 1776 CABLE STREET. PHONE POINT LOMA 338 J-K.

FREE EMPLOYMENT BUREAU

The free public employment bureau serving San Diego and Imperial counties is located at 106 B street, San Diego, and the telephone number is automatic 618-82. This branch office is managed by Deputy Labor Commissioner Stanley M. Gue, Assistant Deputy Miss Martha Moore and Ray Mathewson.

Manager Gue states that the bureau is in a position to furnish employers in San Diego and Imperial counties with all classes of help, from common labor to the highest type of skilled mechanics and office workers. The services of the bureau are free both to worker and employer.

Kodak Finishing FROIDE'S op. P.O.

BIG CUT IN TAXES

POSSIBLE FOR CALIFORNIA
UNDER NEW LAW

Rex B. Goodell, internal revenue collector for this district, has announced that federal taxes in California will be cut approximately \$12,000,000 if the tax reduction plan now before congress is enacted into law. The estimated reductions are as follows: Telephone and telegraph messages, \$275,000; soft drinks, \$160,000; theatres (seating capacity) \$40,000; candy, \$225,000; manufacturers' excise tax, \$35,000; jewelers' retail tax, \$685,000; theatre admissions tax, \$2,300,000; income tax, \$8,000,000. Total reduction, \$11,720,000.

PROTESTS BIRD SANCTUARY

Ad. Pearson, yept "mayor of Duckville," has protested to the city council against the plan to make Mission Bay and its shore a sanctuary for wild bird life.

Several organizations have asked the council to protect the birds by making the bay a refuge for them, but the council has for several weeks held the matter in abeyance.

CLASSIFIED ADS

GET QUICK RESULTS

"JOE" IS JUBILANT

OVER NEW DELIVERY CAR
FOR FABER'S GROCERY

The ever-enterprising Ocean Beach grocer, G. H. Faber, has added to the efficiency of his service department by the purchase of a new auto delivery car. "Jolly Joe" Lial has been assigned to manipulate the machine, and patrons may be assured of prompt deliveries. The new car is of the Ford persuasion and looks mighty nifty. Grocer Faber has also recently installed new platform scales of the Fairbanks pattern in his main store on Newport avenue.

Kodak Films, FROIDE'S. opp. P.O.

MUSICAL STORY

ABOUT WITCH LIVING
IN GINGERBREAD HOUSE

Preparation for an appreciation of the opera, "Hensel and Gretel," is being made very thorough by the Community Service Opera Committee. Realizing that the enjoyment of grand opera is enhanced by a knowledge of the story and of the music gained in advance, they are giving every opportunity to groups of adults and children in the city and county to become familiar with this most beautiful opera before its production at the Spreckels Theatre, February 8, 9, 16, 19.

Forty-five schools in the city and the county are entering into this project. Two schools, the Sherman and Jefferson, will have groups of children who can dramatize the story before groups and organizations in the city, taking with them their portable scenery and wearing the charming costumes which have been rented from the Junior Players in Pasadena. Any organization interested in securing these groups, without charge, or in having a story teller in costume tell the story of the opera, may arrange for this by communicating with Miss Sybil Jones, who is in charge of the dramatizations, at Community Service Headquarters, phone 622-25.

The opera itself, while based on the child's tale of the "Babes in the Woods" and the witch who lived in the gingerbread house is not by any means an opera just for children. The music ranks with the greatest operas ever composed, and the score is exceedingly difficult and impressive.

Picture Frames, Froide's, opp. P.O.



BALL GAME

ON LOCAL GROUNDS

NEXT SUNDAY

The O. B. baseball club will cross bats with the Neighborhood House team next Sunday afternoon on the local grounds, and the game promises to be a hummer.

The Beachites lost last Sunday by the narrow margin of 2 to 1 in their contest with the General Tire club. Our own Vitek deserves a special word of praise for his splendid work on the mound, and his teammates backed him up splendidly, but the "breaks" went against them and the visitors chalked up the winning run in an exciting battle.

LARGE MONEY REWARD

FOR LOST COLLIE DOG

Special attention is called to an extra display "ad" under Classified, in another column, offering a reward of \$25 for information leading to the recovery of a lost black and white female collie dog.

BOULEVARD IMPROVEMENT

Special plans for the improvement of Mission boulevard and Pacific avenue have been sent to the city attorney by the council for preparation of papers.

Beach Rally On Monday

ANNUAL ELECTION LOCAL
CHAMBER OF COMMERCE
NEXT MONDAY NIGHT

A special movement is on foot to inject new life into the Ocean Beach Chamber of Commerce with the annual election of officers next Monday night at the Public Schoolhouse. Everybody is cordially invited to take part in the proceedings.

An innovation will be proposed of monthly meetings, instead of the former fortnightly gatherings, with every section of the beach territory represented in the directorate. The district is on the eve of a phenomenal growth, and new as well as old residents are earnestly requested to get together next Monday night for promoting some program beneficial to the entire community. Let your views be heard.

Make the NEWPORT SHOPPE your headquarters, for anything you need in our line. Next door to Cundell's Meat Market.

DARK OUTLOOK

FOR MORE ARC LIGHTS

DURING THIS YEAR

City Manager Fred Rhodes returned to the council this week about a dozen petitions for new street lights with the announcement that there is no more money in the 1924 budget for the erection and maintenance of further lights. It was also recommended that these petitions and all future petitions in 1924 for new lights be filed.

BIRD Seed and Supplies at the O. B. Feed, Fuel and Express. Phone Point Loma 20-W.

NEWSPAPERS NOW

GET SAME TREATMENT

AS LETTER MAIL

Postmaster-General New has issued an order, effective Feb. 1, through which the handling of newspapers in the mail will be accorded the same treatment as first-class mail.

The order in substance is as follows: "Newspapers shall not be mixed with parcel post at any point en route to their destination and are to be given the same attention as letters and other first-class mail in their course of delivery to the addressee."

"Newspapers must be handled by themselves and kept in constant transit and must not be sent to railway terminals to be reworked, but must be rushed through like first-class matter."

"The order applies to both weekly and daily newspapers, and postmasters are directly to notify publishers of sending their publications to wrong addresses or to persons who have died and when they send out their newspapers in a manner that may have a tendency to cause a delay."

"Carriers will also be instructed to deliver newspapers with the same dispatch as first-class mail."

BUNGALOW GROCERY

CHANGES OWNERSHIP

Mr. and Mrs. Alex. Kent have sold their Bungalow Grocery store at 4803 Niagara avenue to E. H. Wickern of Phoenix, Arizona, the latter taking possession this week. Mr. and Mrs. Kent have moved to San Diego, where Mr. Kent is engaged in painting with A. T. Kent, of Second street.

R. F. Paine is making alterations to his residence at 513 Silvergate street, Point Loma.

WE CIRCULATE

AMERICA NOT
INDIFFERENT

By FRANCIS H. Sisson,
Chairman, Public Relations Com-
mission, American Bankers
Association.

While the facts justify the belief that the financial and general economic strength of the United States is so great that it creates a stability here which cannot be seriously shaken by the adverse conditions in Europe, it still remains true that an attitude of indifference to these distressing conditions is unworthy of the American people. In fact, I believe that such indifference does not exist. The nation is observing with deep interest the progress of events abroad and has given many evidences of a readiness to aid in restoring normal conditions there whenever it is seen that a suitable opportunity is afforded.

Our people have naturally been reluctant to act while the European nations still fail to display the will to accept the only terms on which rehabilitation is possible, and to abandon their mutual hatreds and distrusts, their persistence in preparation for further warfare, and their destructive political and financial policies. Such policies have so weakened the credit of some of the continental nations that the task of aiding them seems futile until it is clear that these policies are discredited and disowned by them.

Although it seems clear from the record of recent years that America, more perhaps than any other country, has been and will continue to be able to adjust itself without serious disaster to the conditions created by European depression, and has in its own vast domestic market and in other non-European markets an outlet for its products adequate to maintain a fair degree of national prosperity, the fact remains that it is very definitely to the selfish interests of the United States to have Great Britain and the European continental countries regain their normal prosperity at the earliest possible date. They normally absorbed between 60 and 70 per cent of American exports, but recently have been taking less than 50 per cent.

Moreover, the rich contribution which Europe has made in the past to the upbuilding of other parts of the world, including the United States, would seem to create a genuine obligation upon other countries to come to its aid in the present period of difficulty. General well-being throughout the entire world will be diminished to a degree as long as Europe is unable to play its part in production and consumption of valuable products. It possesses vast resources of skill and equipment for the production of useful commodities in demand by all nations, and loss continues while these resources are limited in their use by poverty and by adverse political and social conditions. That the share of the United States in this loss is relatively small should not preclude an active interest in every promising effort that may be made to restore the European nations to economic and financial health.

For Community Betterment

The Committee on Agriculture of the Missouri State Bankers Association has sent out a questionnaire to all members to secure a frank opinion as to what are the most important community problems to be solved in the state. The questionnaire covers bank deposits, crops, schools, manufacturing, roads, junior club work, agricultural agencies, co-operative agencies, farm abandonment, land values, finances, dairying, and social life, with a view in determining what work should be undertaken for the year.

A Chance to Shine

THE young man of today need not leave the farm for a career. True, present conditions are not conducive to large financial returns, but these conditions will undoubtedly change. Those who are in position to know think that we have reached the low ebb and now farm products are on the up-grade.

We have only begun to solve our agricultural problems. There is a large unexplored field ahead of us. The young man with brains and a sympathetic heart can find ample opportunities for making a name for himself on the farm.

In addressing a national group of young people recently, President Head, of the American Bankers Association, said he believes the opportunities for making a name as a leader in agriculture are greater than making a name in the position of a Congressman. He thinks the day is coming when a man shall take pride in saying, "I am an American farmer."

Any young man who has a liking for things rural can well afford to consider preparing himself to become a good farmer, for after he has made a success of his farm, he will find abundant opportunity for leadership in his community.—*Banker-Farmer.*

Subscribe for "The Beach News."

TAKE TIME

By Grace E. Hall

Take time to do a kindly deed—
You may not know the crying need
Within another's heart,
Sometimes, for just a pleasant tone,
When he's discouraged and alone—
And smiles will soothe a smart.

Take time to say a word or two
To those who walk perchance by you
In lowly, humble ways;
They are the fruits of circumstance
And handicapped beyond advance
Throughout their plodding days.

Take time to touch the empty hand
Of loneliness; few understand
The untold griefs they bear;
There is no sorrow like to this:
The craving just for happiness,
The wasted thoughts none share.

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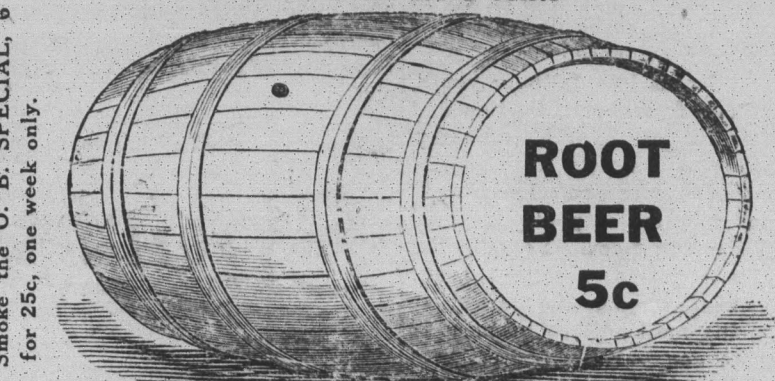
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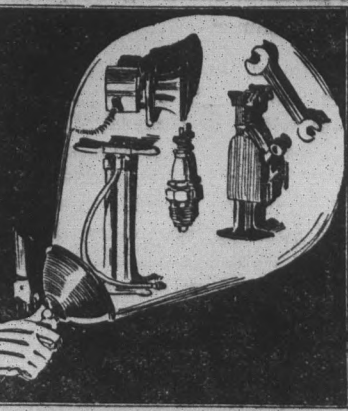
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Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



DRIFTING

By Myra Rife Smith,
Mission Beach, Calif.

The wind over the sand-dunes blowing, Leaving them white as drifted snow; Oh, that they could tell you Of the many things they know. Facing the West the sun sinks low, Filling the sky with its after-glow. I have been wondering, Darling, Where you and I will go, When we drift beyond the sand-dunes, White as snow.

BIRTHDAY CELEBRATION

Deputy Sheriff H. H. Ozmun gave an enjoyable social last Sunday evening in honor of his wife's birthday at their home, 4941 Long Beach avenue. The table was adorned with a pink and white cake. Ice cream and other refreshments were served. Those present besides the immediate family were Mr. and Mrs. Burnett and family, Mrs. Watson, Mrs. Wycoff, Harry Hamilton and Eddy Oliver.

Birthday Cards, Froide's, op.P.O.

BIRTHDAY SURPRISE PARTY

After school hours last Wednesday afternoon, a happy surprise party was tendered Martha Eloise Kline on the occasion of her thirteenth birthday, Jan. 30. Games were played by the participants and her mother, Mrs. Lillian Kline, served refreshments at their home, 1320 A street, San Diego. The decorations in pink and white were very pleasing, and pink candles adorned a beautiful birthday cake. Those in attendance at the cheerful celebration included: Minnie Bishop, Claire Parsons, Jean Harrison, Harriet Jobs, Kathryn Shepard, Harriet Christenson, Alice Cunningham, Nila Martha Farrington, Mildred Arnold Patsy and Adelaide Purcell, Isabel and Agnes Castien, Nettie May Walker, Dorothy Brand, Theron Kline, George Cunningham, Morris Montgomery, Robert Gilbert, Roy Brooks, Charles Smith and Bronson Bennett.

CLUB ENTERTAINED

Miss Phoebe Cook entertained the Prem L'Madgen Club last Saturday evening at the Officers' Club House at Fort Rosecrans. Dancing and games were enjoyed by all. Those present were the Misses Ruth Varney, Edith Schofield, Alice Hastings, Dorothy Seaver, May Davidson and the hostesses, Phoebe and Louise Cook. Mrs. Cook assisted the girls in entertaining.

B. H. Fawyer, of Los Angeles, enjoyed a pleasant visit last week with his niece, Mrs. Ben Todd, of 4774 Brighton avenue.

The annual state convention of the Episcopal Church is being held this week at Los Angeles, and delegates have gone from this district to be in attendance.

MRS. NORMA ERICSSON

CONTINUES VERY ILL

Mrs. Norma Ericsson has been seriously ill with typhoid pneumonia for over a fortnight at St. Joseph's hospital, and her illness has now become aggravated with other complications. Her husband, Manager Ray Ericsson, of the Ocean theatre, is deeply worried over her condition and her many friends extend sympathy and wish her a speedy recovery.

BEAUTIFYING NEW HOME

Mr. and Mrs. Fred H. Kraft have moved into the new cottage at 1917 Bacon street, making it very convenient for attention to their duties at the O. B. Pharmacy, of which Mr. Kraft is the popular proprietor with progressive ideas. Pharmacist Kraft is devoting his odd moments to putting in a pretty lawn at his new residence.

VISITING RELATIVES

Mrs. Geo. J. Putt of Kalamazoo, Mich., is visiting her mother and father, Mr. and Mrs. J. H. Robinson, of Cable street, and her sister, Mrs. J. A. Gilbert of Santa Monica avenue. Mrs. Putt is retiring president of the Kalamazoo Y. W. C. A., and is taking a much needed rest.

Mr. and Mrs. E. R. Bishop of San Diego, and Mr. and Mrs. C. E. McDowell and Mrs. Anne Smith have been entertaining for the past two weeks Andrew Briggs of Seattle, Wash. Mr. Briggs likes Ocean Beach very much and intends to dispose of his property in Seattle and return here to locate.

Picture Frames. FROIDE'S, opp. P. O.

Mrs. C. A. Mooney of San Diego, has purchased some lots on Seaside avenue and expect to build in the near future.

Mrs. S. E. Jordan has discontinued her tea room on Newport avenue, but will remain at the beach, opening business later at a more advantageous location.

Mr. and Mrs. Harry Stevens have purchased the Rogers house on Cape May avenue.

Mrs. Harry Gibson and son Charles who formerly lived at the beach and now reside in San Diego, spent last Wednesday with Mrs. Bessie Penney of Saratoga avenue.

Mr. and Mrs. W. G. Hubbard and little daughter Betty Ruth, and Mr. and Mrs. John Perry and Mrs. Higgins of San Diego, visited E. H. Wickern and Mr. and Mrs. Kent last Sunday.

Mrs. E. H. Wickern and baby Shirley, are visiting Mrs. Wickern's parents in Los Angeles before coming to make their home at Ocean Beach.

Miss Mae Supple, of Chicago, is visiting Mrs. Lillian Kline at 1320 A street, San Diego.

WHY BANKS?

LESSON IV

By J. H. PUELICHER, Chairman,
Committee on Public Education, American Bankers Association.

Formerly the saver paid to have his money kept in a safe place. Today he is paid interest by banks which keep his savings safe. Is this interest on money, saved and deposited in the bank, the only gain to the depositor from saving?



J. H. Puelicher

MONEY SAVED AND DEPOSITED IN BANK = funds for the banker to loan out on farm mortgages, land bank or other farm bonds; railroad, municipal or government bonds; or notes of farmers, merchants and manufacturers. Therefore

SAVING = assisting the farmer to raise crops; the railroads to run trains; the town, city, state or nation to build schools for the children of the depositor and his fellow citizens; or construct water works or other public enterprises. Saving also equals helping the butcher, baker and grocer to do business so that food is brought within reach of the home; and the manufacturer to make shoes, clothing and the many things people need to live.

Every saver, therefore, is not only putting away money against a rainy day and earning interest on it meanwhile, but he is also making it possible for himself and others to have the luxuries, comforts and necessities of life,—to enjoy all the advantages of a greater and better civilization. Thus through banks every saver gains a great deal more than merely interest on his money.

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

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Admission 15c and 20c

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Ocean Beach, California
Phone Point Loma 17

KIRK SMITH Editor-Owner

KATHERINE SMITH Sec'y-Treas.

A LEGAL NEWSPAPER

Subscription Price, \$1.00 a Year
IN ADVANCE

Single Copies 5 Cents

Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a
line, averaging five words to line.CLASSIFIED ADS—Ten cents per
line, averaging five words to line."Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, February 1, 1924

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

MICKIE SAYS—

BEIN' AS HOW WE
AIN'T GOT NO PRIVATE OIL
WELL NER GOLD MINE IN
TH' BACK YARD, WE'RE ASKIN'
CASH FER OUR SPACE, AN'
NO ADS GO IN FREE, NO
MATTER IF THEY'RE DOCTORED
UP TO LOOK LIKE NEWS!
WE GOTTA HAVE TH'
MON!SAY IT
WITH
TYPE!

ARIZONIAN ADMIRER

Douglas, Ariz., Jan. 22, 1924.

Editor THE BEACH NEWS:

Please send me the fine paper you
publish with so much news of the
beaches. I am enclosing \$1 for
yearly subscription.

P. L. McCABE.

SPECIAL NOTICE TO

NEW O. B. SUBSCRIBERS

If you haven't a box at the local
postoffice, it will benefit all con-
cerned if you will ask for your paper
when inquiring for your other mail
on Friday afternoons or Saturday
mornings. THE BEACH NEWS is
mailed regularly to all subscribers,
and if you fail to receive your copy,
you will do us a favor by phoning any
complaint to Point Loma 17.

INCOME TAX IN A NUTSHELL

WHO? Single persons who had
net income of \$1,000 or more
or gross income of \$5,000 or
more, and married couples who
had net income of \$2,000 or
more or gross income of \$5,000
or more must file returns.WHEN? The filing period is
from January 1 to March 15,
1924.WHERE? Collector of internal
revenue for the district in which
the person lives or has his prin-
cipal place of business.HOW? Instructions on Form
1040A and Form 1040; also the
law and regulations.WHAT? Four per cent normal
tax on the first \$4,000 of net
income in excess of the personal
exemption and credits for de-
pendents. Eight per cent nor-
mal tax on balance per cent nor-
mal tax on balance of net in-
come. Surtax from 1 per cent
to 50 per cent on net incomes
over \$6,000 for the year 1923.

When Planning Dinner



Consider some of the

GOOD THINGS TO EAT
always ready for your choice at

Faber's O. B. Grocery

The Little Cash Grocery -- Faber's Cash & Carry No. 3

5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt. Loma 248

It's Not Far to a FABER Store

Use GAS for
Water HeatingThe tea-kettle method of heating water for all
domestic purposes has long since gone out of
date. Modern conditions demand modern
methods.A Gas Heater will furnish hot water for the
entire house—kitchen, laundry, and bath—at
lower cost and with greater convenience than
the old way.

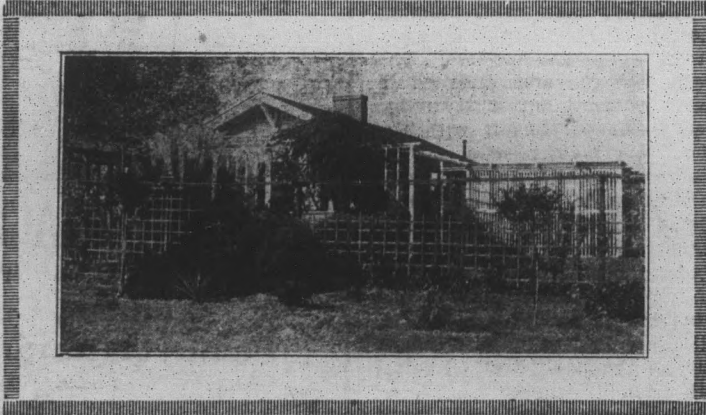
Commercial Department

San Diego Consolidated Gas and Electric Co.
935 Sixth

MAIN 64

Byllesby Engineering and
Management Corporation

Handsome Home, Splendidly Situated, For Sale

2260 SEASIDE AVENUE,
SAN DIEGOIn Alta Loma, one-half block
from paved highway, at entrance
to Ocean Beach, twenty minutes
by auto from the Plaza.This property is a half block
from car stop. When the new
Mission Beach car line, now build-
ing, is completed the property will
be twenty minutes from the Plaza
by fast electric railway.The house has sewer connection,
water, electricity, gas, and tele-
phone. It was designed by an ar-
chitect and built by skilled labor.
Four rooms and bath, large closets,
cheerful sitting room with fire-
place and large mantel. The build-
ing faces east, with vine-covered
front porch, screened from the
street by semi-tropical shrubbery.
Lath house, large asparagus bed,
strawberry beds and blackberry
vines coming into bearing. Orange,
lemon, grapefruit, guava, peach,quince and other fruit trees and
grape vines well started. Modern
cornering house for seventy hens.
Water piped all over the two lots.Ocean Beach has become a resi-
dential community, with one of the
best public schools in San Diego,
several churches, public library,
stores of all kinds, and a wide-
awake local paper entitled "The
Beach News." The population
consists of well-to-do people who
are largely engaged in business in
Greater San Diego, and many re-
tired. They are 100 per cent
American and the good neighbor-
hood feeling cannot be excelled in
a restricted district.Come to this rapidly growing
section of San Diego and investi-
gate and share in the property ad-
vance when rapid transit becomes
a fact.Only \$4000—easy terms. For
sale by JAMES LYON, owner and
occupant, Ocean Beach, Calif.

WONDERS OF THE RADIO

The sales of radio equipment in
this country will amount to \$150-
000,000 this year and, within five
years, to \$500,000,000, according to
statement by David Sarnoff, vice-
president and general manager of the
Radio Corporation of America. He
foresees in the near future broad-
casting from great central stations
so connected that it will be possible
to reach 50,000,000 people.

WE CIRCULATE

BUSINESS AND INDUSTRY

Electric railways of the country
show best reports of business and ex-
tensions for years past. Electric
power, gas and telephone companies
are expanding to meet the country's
needs and selling their securities to
customers and employees. Railroads
are in better shape than for years
past. Industry generally shows little
unemployment and conditions over
the nation indicate a prosperous year.

SUBSCRIBE NOW

CLASSIFIED ADS

ONLY A DIME A LINE
25¢ TERMS CASH
Rates, 10 cents per line, averaging 5
words to a line. No advertisement for
less than 30 cents, all payable in Advance\$25.00
RewardLOST—BLACK AND WHITE
FEMALE COLLIE DOG. RE-
PORTED TO HAVE BEEN
SEEN IN OCEAN BEACH. \$25
REWARD FOR INFORMA-
TION LEADING TO ITS RE-
COVERY. PHONE MAIN 2287
OR LA MESA 200.OWN YOUR OWN HOME—New
4-room cottage, beautiful view, near
Sunset Cliffs; will sell for very small
payment down, balance \$25 per
month including interest. F. B. Mc-
Elwee, owner, Phone Pt. Loma 145.FOR SALE—Three buck rabbits,
\$2 each; cretonne day bed \$12, in
good condition; two double-barreled
shot guns. 4774 Brighton, avenue.
Phone Pt. Loma 335.STRAWBERRY PLANTS—Caro-
lina ever-bearing; the plants are
strong, vigorous growers; berries
large, red to center; they bear stead-
ily all summer and fall. Now is the
best time to plant for early bearing.
Plants 100 for \$1.00.
L. J. FRANKLIN, 1527 Garnet
street (on boulevard) P. O. Box 85,
Pacific Beach.FOR SALE—50-gal. gasoline tank;
60-egg Buckeye incubator; well built
rabbit hutches. All in good condi-
tion. Mrs. Ella G. Simmons, 860
Garnet street, Pacific Beach.BIG BARGAIN—Brand new
"THOR" Electric Safety Washing
Machine, eight-sheet, latest model.
W. E. Benbough, O. B. Dance Pa-
vilion.FOR SALE—Fine R. I. Red laying
hens; also four pullets and young
roosters. 4829 Saratoga avenue.WANTED—About 35 yards lino-
leum, or carpet in good condition, for
office use. Phone Pt. Loma 17.FOR SALE—R.I.R. Setting Eggs;
frying rabbits, 40 cents lb. 4729
Cape May ave. Pt. Loma 206-J.WHY PAY RENT? We build to
suit. All kinds of CARPENTER work
done by day or contract. Miller &
Pickard, call Pt. Loma 70-J.

BASEBALL SCHEDULE

Northern County League

For "bye" substitute "General
Tire."Feb. 3.—Neighborhood House at
Ocean Beach. Chollas Valley at Es-
condido. Carlsbad, bye.Feb. 10.—Ocean Beach at Carls-
bad. Neighborhood House at Chollas
Valley. Escondido, bye.Feb. 17.—Carlsbad at Escondido.
Chollas Valley at Ocean Beach.
Neighborhood House, bye.Feb. 24.—Escondido at Ocean
Beach. Neighborhood House at
Carlsbad. Chollas Valley, bye.March 2.—Neighborhood House at
Escondido. Chollas Valley at Carls-
bad. Ocean Beach, bye.March 9.—Neighborhood House at
Ocean Beach. Escondido at Chollas
Valley. Carlsbad, bye.March 16.—Carlsbad at Ocean
Beach. Neighborhood House at Chol-
las Valley. Escondido, bye.March 23.—Escondido at Carls-
bad. Ocean Beach at Chollas Valley.
Neighborhood House, bye.

* * * * *

Phone to us

Write to us

Call to see us.

* * * * *

Phone, Point Loma 17

* * * * *

THE BEACH NEWS

is your friend.

* * * * *

Let's get neighborly!

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Religious Notes

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bibl
school at 9:45 a. m. Young People
Union at 6:30 p. m.Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.Sermon topics for Sunday, Febru-
ary 3rd: 11 a. m., "Prayer in Per-
sonal Life, Why Not Answered?"
Fourth in the series on Prayer.7:30 p. m.—"What Will Religion
Do For a Man?" Mrs. Juanita Close
has taken charge of the evening mu-
sic, adding much to the attractiveness
of the service.Wednesday, 7:45 p. m.—Dr. Hay-
den will lead the third of the studies
in John. Topic: "The Specific Teach-
ing of John." Those studies are at-
tracting considerable attention, and
grow more interesting as they pro-
ceed.UNION CONGREGATIONAL
CHURCH

Rev. Frederic J. Stoetzel, Pastor

Sunday school at 8:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH

(Corner DeFoe Street and Santa
Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

TRINITY MISSION EPISCOPAL

REV. ARTHUR C. DODD, IN
CHARGESunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning serv-
ice held at 5006 Niagara avenue.

Subscribe for "The Beach News."

PACIFIC BEACH PRESBYTERIAN
CHURCHA Community Church, Where All De-
nominations Are Welcome.Rev. J. W. Miller, Pastor, 1828 Mis-
souri Ave., Pacific Beach.Sunday school, 9:45 a. m., preach-
ing, 11 a. m., Christian Endeavor, 7
p. m. Ladies' Aid and Missionary
Societies, last Tuesday of each
month.PACIFIC BEACH
Community LeagueOrganized to Advance the Best
Interests of Pacific Beach

* * * * *

H. OWENS, Chairman.

PERCY ELDRIDGE, Vice-Chairman.

J. FOWLER, Sec'y-Treasurer.

Regular meetings every first and
third Monday evening at P. B.
Reading Clubhouse.if it's in the line of
PrintingFrom a Visiting Card
to a Poster.We Can Satisfy You With
Quality, Quantity and Service
JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

"Patronize Home Industry"

* * * * *

Please mention The Beach News

* * * * *

in your dealings with the patrons of

* * * * *

our advertising columns.

Is Your Name

On Our Subscription Books?

If NOT—NOW is the time
to Subscribe—at our office
or with any of our agents

\$1.00 a Year

OFFICIAL RECOGNITION
GRANTED "THE BEACH NEWS"

AS LEGAL NEWSPAPER

In Superior Court, Part 2, on Fri-
day, January 4, "THE BEACH
NEWS" was legalized as an official
city and county newspaper of general
circulation. The petition for recogni-
tion was officially granted by Judge
Carey upon due application by the
editor and publisher, Kirk Smith, rep-
resented in the proceedings by At-
torney Robert Hamilton of the law firm
of Hamilton and Lindley, with offices
in the Union building.

ABOUT PRINTING PRICES

All job printing by "The Beach
News" carries the Union Label and
all estimates are made in accordance
with the Franklin Price List, our
prices for standard printing being
precisely the same as any Union of-
fice in the city. Quality and service
unexcelled. Give us a trial. Phone
Point Loma 17.YOU'RE READING THIS. And
so are thousands of other good peo-
ple, who would also see YOUR busi-
ness announcement if placed here.

Classified Ads Get Quick Results.

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

SYNOPSIS

CHAPTER I.—Jennie Woodruff contemptuously refuses to marry Jim Irwin, young farm hand, because of his financial condition and poor prospects. He is intellectually above his station, and has advanced ideas concerning the possibilities of expert school teaching, for which he is ridiculed by many.

CHAPTER II.—More as a joke than otherwise Jim is selected as teacher of the Woodruff district school.

CHAPTER III.—Jim, in his new position, sets out to make stanch friends of his pupils, especially two boys, Newton Bronson and "Buddy" Simms, the latter the son of a shiftless farmer. Colonel Woodruff, Jennie's father, has little faith in Jim's ideas of improving rural educational methods. He nicknames him the "Brown Mouse," in illustration of an anecdote.

CHAPTER IV.—Jim's conduct of the school, where he endeavors to teach the children the wonders of nature and some of the scientific methods of farming, as well as "book learning," is condemned.

CHAPTER V.—Jennie Woodruff is nominated for the position of county superintendent of schools. The school board grows bitter in its opposition to Jim and his innovations.

CHAPTER VI.—At a public meeting Jim roundly condemns the methods of teaching in the rural schools, and makes no friends thereby.

who wore a cartridge belt about his person, and carried hatchet, revolver, and a long knife with a deerfoot handle, and who so studiously looked like Dead-Shot Dick, was our old friend of the road gang, Newton Bronson. Newton put down his load, and sat upon a stump to rest.

Raymond Simms was dimly conscious of a change in Newton since the day when they met and helped select Colonel Woodruff's next year's seed corn. Newton's mother had a mother's confidence that Newton was now a good boy, who had been led astray by other boys, but had reformed. Jim Irwin had a distinct feeling of optimism. Newton had quit tobacco and beer, casually stating to Jim that he was "in training." Since Jim had shown his ability to administer a knockout to that angry chauffeur, he seemed to this hobbler peculiarly a proper person for athletic confidences.

Newton's mind seemed gradually filling up with new interests. Jim attributed much of this to the clear mountain atmosphere which surrounded Raymond Simms, the ignorant barbarian driven out of his native hills by a feud. Raymond was of the open spaces, and refused to hear fabled things that seemed out of place in them.

As the reason for Newton's improvement in manner of living, Raymond, out of his own experience, would have had no hesitation in naming the school and the schoolmaster.

"I wouldn't go back on a friend," said Newton, seated on the stump with his traps on the ground at his feet, "the way you're going back on me."

"You got no call to talk thataway," replied the mountain boy. "How'm I goin' back on you?"

"We was goin' to trap all winter," asserted Newton, "and next winter we were goin' up in the north woods together."

"You know," said Raymond soberly, "that we can't run any trap line and do what we got to do to help Mr. Jim."

Newton sat mute as one having no rejoinder.

"Mr. Jim," went on Raymond, "needs all the help every kid in this settlement kin give him. He's the best friend I ever had. I'm a pore ignorant like. A tap was heard at the door, and Raymond Simms opened it.

In filed three women—and Jim Irwin knew as he looked at them that he was greeting a deputation, and felt that it meant a struggle. For they were the wives of the members of the school board. He placed for them the three available chairs, and in the absence of any for himself remained standing before them, a gaunt shabby-looking revolutionist at the bar of settled usage and fixed public opinion.

Mrs. Haakon Peterson was a tall blonde woman, slow-spoken and dignified, and Jim felt an instinctive respect for her personality. Mrs. Bronson was a good motherly woman, noted for her housekeeping, and for her church activities. She looked offener at her son, and his friend, Raymond, than at the schoolmaster. Mrs. Bonner was the only one who shook hands with Jim, but he sensed in the little, black-eyed Irishwoman the real commander of the expedition against him—for such he knew it to be.

"You may think it strange of us coming after hours," said she, "but we wanted to speak to you, teacher, without the children here."

"I wish more of the parents would call," said Jim. "At any hour of the day."

"Or night either, I dare say," suggested Mrs. Bonner. "I hear you've

boy, an' he teaches me how to do things that will make me something."

"Darn it all!" said Newton.

"You know," said Raymond, "that you'd think mahgty small of me, if I'd desert Mr. Jim Irwin."

"Well, then," replied Newton, seizing his traps and throwing them across his shoulder, "come on with the traps, and shut up! What'll we do when the school board gets Jennie Woodruff to revoke his certificate and make him quit teachin', hey?"

"Nobody'll ever do that," said Raymond. "I'd set in the schoolhouse do' with my rifle and shoot anybody that'd come to th'ow Mr. Jim outen the school."

"Not in this country," said Newton.

"But it orto be either a justice kentry, or a gun kentry," replied the mountain boy. "It stands to reason it must be one 'r the other, Newton."

"No, it don't neither," said Newton dogmatically.

"Why should they th'ow Mr. Jim outen the school?" inquired Raymond. "Ain't he teachin' us right?"

Newton explained for the tenth time that Jim had done so many things that no teacher was supposed to do, and had left undone so many things that teachers were bound by custom to perform, that Newton's father and Mr. Bonner and Mr. Peterson had made up their minds that they would call upon him to resign, and if he wouldn't, they would "turn him out" in some way.

"What wrong's he done committed?" asked Raymond. "I don't know what teachers air supposed to do in this kentry, but Mr. Jim seems to be the only shore-enough teacher I ever see!"

"He don't teach out of the books the school board adopted," replied Newton.

"But he makes up better lessons," urged Raymond. "An' all the things we do in school helps us make a livin'."

"He begins at eight in the mornin'," said Newton, "an' he has some of us there till half past five, and comes back in the evening. And every Saturday, some of the kids are doin' something at the schoolhouse."

"They don't pay him for overtime, do they?" queried Raymond. "Well, then, they orto, instid of turnin' him out!"

"Well, they'll turn him out!" prophesied Newton. "I'm havin' more fun in school than I ever—an' that's why I'm with you on this quittin' trapping—but they'll get Jim, all right!"

"I'm havin' something betteh'n fun," replied Raymond. "My pap has never understood this kentry, an' we all has had bad times hyeh; but Mr. Jim an' I have studied out how I can make a betteh livin' next year—and pap says we kin go on the way Mr. Jim says. I'll work for Colonel Woodruff a part of the time, an' pap kin make corn in the biggest field. It seems we didn't do our work right last year—an' in a couple of years, with the increase of the haws, an' the land we kin get under plow—"

It was still an hour before nine—when the rural school traditionally "takes up"—when the boys had stored their traps in a shed at the Bronson home, and walked on to the schoolhouse. That rather scabby and weathered edifice was already humming with industry of a sort. In spite of the hostility of the school board, and the aloofness of the patrons of the school, the pupils were clearly interested in Jim Irwin's system of rural education. Never had the attendance been so large or regular; and one of the reasons for sessions before nine and after four was the inability of the teacher to attend to the needs of his charges in the five and a half hours called "school hours."

The day passed. Four o'clock came. In order that all might reach home for supper, there was no staying, except that Newt Bronson and Raymond Simms remained to sweep and dust the schoolroom, and prepare kindling for the next morning's fire—a work they had taken upon themselves, so as to enable the teacher to put on the blackboards such outlines for the morrow's class work as might be required.

Jim was writing on the board a list of words constituting a spelling exercise. They were not from textbooks, but grew naturally out of the study of the seed wheat—"cockle," "morning-glory," "convolvulus," "viola," "viability," "sprouting," "iron-weed" and the scholars here at all hours, Jim.

Jim smiled his slow patient smile. "We do break the union rules, I guess, Mrs. Bonner," said he; "there seems to be more to do than we can get done during school hours."

"What we came for, Mr. Irwin, is to object to the way the teachin's being done—corn and wheat, and hogs and the like, instead of the learnin' schools was made to teach. I can see an' the whole district can see that it's easier for a man that's been a farm-hand to teach farm-hand knowledge, than the learnin' schools was set up to teach; but if so be he hasn't the book education to do the right thing, we think he should get out and give a real teacher a chance."

"What am I neglecting?" asked Jim mildly.

(Continued next week)

The callithys, found in the rivers of tropical America and the West Indies, cannot live for more than a quarter of an hour under water, and has to rise to the surface to breathe. It has been known to live for days entirely out of water.

In South African waters swims a fish something like a toad, and rejoicing in the name of billy-blowup. This is derived from its practice of puffing itself out when caught. Another of its peculiarities is that of being poisonous.

WE CIRCULATE

PICTURE SERVICE FOR ADVERTISERS IN THIS PAPER

'P'raps you've noticed it! Attracting attention is a vital feature in all methods of advertising, and it is generally conceded that nothing is better for this purpose than pictures, especially in publications.

And we have 'em! Pictures of all sorts and sizes for any kind of business, and a splendid assortment of "cuts" arriving every month direct from the W.N.U. Advertising Service. Boost your business with a PICTURE.

Then, too, we are happy to help you with suggestions in wording and displaying your "ad" to the best advantage for getting results. Phone Point Loma 17 for prompt and satisfactory service.

STRAIGHT TALKS WITH AUNT EMMY

ON HOW NOT TO GET RICH

"Oh, Aunt Emmy," cried Helen, rushing in and kissing Aunt Emmy, "I've got a wonderful chance to get rich. The nicest man told me about a patent bee-hive that will double my money in a year! With it bees will make two or three times as much honey. If I buy it right away I can make ever so much money, for the stock is selling at fifty cents and it's going to par soon, whatever that is, so I'll have oodles of money. Oh, Aunt, won't it be lovely? You and I can go to Europe and—"

"Hold on a minute, Helen," begged Aunt Emmy; "would you really let this man have your money for a fool thing like that?"

"Why, Aunt, I'm sure it is all right! He gave me the loveliest booklet—I brought it along. You are so suspicious, Aunt," she reproached. "Suspicious, am I! That \$5,000 is the only money you ever had or ever expect to have except what you earn as a teacher. You can't afford to throw it away. Sit right down and write to your bank for information about that bee-hive. Tell them you are thinking of investing your \$5,000, and send them the booklet."

"But, Aunt, that would take several days, and the man said not to wait," Helen protested. "If people would wait a while before investing, there would be far less failures in the world. You will hear from the bank soon enough. Promise."

"I suppose I'll have to," agreed Helen, crestfallen, "but I'm sure the old bank doesn't want to be bothered with poor little me."

When Helen came to see Aunt Emmy again she looked serious. Aunt Emmy guessed that her get-rich-quick bubble had burst.

"Look, Aunt," she said, handing over a letter from the bank that gave a report on the patent bee-hive. The letter said that the men engaged in the enterprise were not trustworthy. It invited Helen to consult with the bank about her investment.

"You were right, Aunt," said Helen. "I saw Mr. Hitchcock there. He told me a lot about investments and suggested some safe ones. I never understood the bank's value before. If it had not been for you and the bank I should not have a cent today. I'll never do a thing with money unless I ask the bank first. I felt I was with friends, Aunt."

"You were, my dear," said Aunt Emmy, smiling.—ANNE B. AYMES.

VESTIGIA

I took a day to search for God. And found him not. But as I trod By rocky ledge, through woods untamed, Just where one scarlet lily flamed, I saw His footprints in the sod.

Then suddenly, all unaware, Far off in the deep shadows, where A solitary hermit thrush Sang through the holy twilight hush— I heard His voice upon the air.

And even as I marveled how God gives us Heaven here and now, In a stir of wind that hardly shook The poplar leaves beside the brook— His hand was light upon my brow.

At last with evening as I turned Homeward, and thought what I had learned

And all that there was still to probe—I caught the glory of His robe Where the last fires of sunset burned.

Back to the world with quickening start

I looked and longed for any part In making saving Beauty be. And from that kindling ecstasy I knew God dwelt within my heart.

—Bliss Carman, in Harper's Magazine.

LOOKING AHEAD—

Where will your business be by the end of 1925? Will you slow down during the coming years, stand still or forge ahead to greater success?

ADVERTISING NOW!

will help you build bigger and better business today and for the years to come. We'll gladly render you special advertising service for increasing trade.

WE CIRCULATE

The MISSION BEACH

\$2,000,000.00 Development Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow—
Grow With Them!

MISSION BEACH COMPANY

101 Broadway, Spreckels Theatre Building, S.E. Cor. Broadway and First St., San Diego.

G. L. Barney—SALES AGENTS—T. A. Rife

TRACT OFFICE OPEN DAILY



Authorized FORD and CHEVROLET Service

Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue PHONE POINT LOMA 77-W

BEST EQUIPPED FOR SERVICE

AUTOMOBILE REPAIRING

Two Blocks East of Dance Pavilion

LET YOUR LINEN LIVE LONG!
IF IT'S LAUNDRY WORK, WE DO IT!

POINT LOMA LAUNDRY

—Wet Wash, Rough Dry, Semi-Finish and Finish Work—

Once a Customer, Always a Customer.

LAUNDRY CALLED FOR AND DELIVERED.

Phone, Point Loma 378.



OCEAN BEACH LUMBER COMPANY

H. H. REID & SON, Proprietors 5050 Newport Avenue

Lumber, Cement, Roofing Paper

Paints, Hardware and Household Supplies

Lumber Estimates Cheerfully Given

Phone Point Loma 49

OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.

5068 NIAGARA AVENUE

Phone: Point Loma 152

Repair Work, Contracting,

Estimates

Plumbers' Supplies and Heaters.

The BEAD SHOP

Large New Line of Domestic and Imported BEADS

BATIKA VASES

Just received from Europe, over 400 beautiful vases.

Come in and see them, whether you wish to buy or not.

533 B St., between Fifth and Sixth

Opp. Commonwealth Bldg.

Phones, Main 2059



Dancing Every Night and Sunday Afternoon—Except Monday
BENBOUGH'S
OCEAN BEACH DANCE PAVILION

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The Beach Is Growing BIGGER, BETTER AND BUSIER

Who's Who in Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Hellbron, Virgilio Brusch, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Streets—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
Chief Justice—Claude L. Chambers.
Foundmaster—C. K. Maupin.
Chief Janitor City Hall—J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.
Superintendent, C. A. Kane.
Board of Health—R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lemese. Secretary, G. H. Steverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—C. E. Brennan.
Playground Commission—M. F. Heller, D. A. Ellsworth, H. C. Miller, Mrs. Celia A. Dunham, Dr. Mary E. Ritter. Superintendent, Frank H. Ehme.
Board of Education—Claude Woolman, Edgar P. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, Will Angler.
Board of Park Commissioners—W. T. Johnson, Hugs Klauber, J. F. Howard, Jr.
Superintendent of Parks—J. G. Morley.
Executive Secretary, T. Faulconer.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler. Librarian, Athos H. Warren.

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WE CIRCULATE

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Ferry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Diego Township)—Geo. H. Cooley, Harry E. Webber.

POSTOFFICE SCHEDULE

(H. K. Rankin, Postmaster)

* Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, the foot of Santa Monica avenue, and the phone number is

Point Loma 4.

Prosperity!—Feel it, talk it, know it—Advertise!